

CALENDAR OF EVENTS

OAHU

February 13

2005 NFL Pro Bowl

Eighty-four of football's biggest and brightest take to Aloha Stadium to play in the 2005 NFL Pro Bowl.

212-450-2000 or for tickets 1-877-750-4400

February 21-26

SBS Open – Turtle Bay Resort

The first full-field event of the official LPGA season at Turtle Bay Resort.

808-545-1588

KAUAI

February 7-April 25

Kanikapila Kakou

Featuring composers and performers of Hawaiian music. The theme for 2005 is "Musical Ohana—the passing of the tradition from generation to generation."

808-245-2733

February 25-26

Waimea Town Celebration

This annual event celebrates Captain Cook's arrival in the islands. For two days the town is filled with sporting events, ice cream eating, lei and ukulele contests.

808-335-2824

HAWAII

January 18-23

Champions Tour: MasterCard Championship

This event features the Champions Tour's best players held at the signature course of Hualalai Resort Golf Club.

800-417-2770

MAUI

February 12

Chinese New Year

Lahaina town welcomes the lunar New Year with colorful festivities including food booths, lion dancing, martial arts demonstrations and live music.

888-310-1117

>>continued on page 3

HTA Meets with Hawaiian Cultural Event Organizers

HTA held a meeting on January 11 to bring together officials from three signature Hawaiian cultural events. Representatives from the King Kamehameha Celebration, Prince Jonah Kuhio Kalanianaʻole Commemorative Celebration and Aloha Festivals met with HTA officials to discuss the historical, cultural and educational contributions of these events. The organizations also discussed their funding require-

ments, funding limitations, challenges and how to perpetuate and enhance these events. HTA continues to support Hawaiian cultural activities and will work with these organizations and its Hawaiian Cultural Program Advisory Council to ensure that Hawaii's host culture is preserved, protected and perpetuated in a manner that is culturally and socially sensitive.

For more information, call Muriel Anderson at 808-973-2269.

Partners to Present Updates

HTA's marketing partners will present updates on marketing programs for each of their major market areas. The presentation will take place on February 14 at the Hawaii Convention Center in the Emalani Theater. Registration begins at 8 a.m.; presentations take place from 8:30 a.m. through noon.

For those who are not able to make it to the Hawaii Convention Center, the presentation will be audio webcasted LIVE. To register for the audio webcast, go to <http://visualwebcaster.com/event.asp?id=27108> on the morning of February 14.

For more information, call Caroline Anderson at 808-973-2273.

Marketing Highlights

Hawaii Convention Center (HCC)

SMG Hawaii Signs Up Four Meetings During PCMA

The Hawaii Convention Center served as the site of the PCMA (Professional Convention Management Association) 49th Annual Meeting from January 9 – 12, with over 2,500 delegates in attendance.

In addition to the high turnout for this meeting, SMG Hawaii announced that four new letters of confirmation were signed. These letters which represent commitments from organizations associated with PCMA to meet in Hawaii,

were a result of the Center's "Bodacious Offer" - a promotion offering free rent to PCMA Hawaii 2005 attendees booking an event at the Center between 2005 to 2010. Collectively, the following four associations are expected to greatly contribute to the State's overall visitor spending and tax revenue collections:

- **American Academy of Cosmetic Dentistry** is scheduled to meet in Hawaii in April 2009 with 1,800 delegates.

>>continued on page 2

Marketing Highlights

Hawaii Convention Center (HCC)

>>continued from page 1

- **American Medical Association** is scheduled to meet in Hawaii in November 2007 with 3,000 delegates.
- **National Association of College Auxiliary Services** is scheduled to meet in Hawaii in November 2009 with 1,100 delegates.
- **Sweet Adelines International** is scheduled to meet in Hawaii in November 2008 with 10,000 delegates.

SMG Hawaii also announced that in addition to the above four events, several other events with PCMA members are in final negotiation.

Hawaii Tourism Asia (HTAsia)

Hawaii Tourism China Organizes Golf-Themed Fam

From December 1–6, three top outbound travel agencies, one golf club and one leading golf magazine visited four golf courses on Oahu. Tour members agreed that Hawaii has the world's most beautiful and advanced range of golf courses. As a result, the participants are in the process of organizing golf groups from China.

OUT & ABOUT

In an effort to keep Hawaii top-of-mind throughout the world, following is a calendar of major tradeshow/events featuring Hawaii:

February 1-2

Classic Custom Vacations 2005 Product Showcase
San Francisco & Seattle

February 4-5

Morris/Murdock International Tourism Show
Salt Lake City, UT

February 7, 9, 11

HVCB Spring Travel Forums
New York, Chicago, San Francisco

February 12

Olympic Peninsula Travel Show
Port Angeles, WA

February 22-24

Eastern Travel Association Dinners – Happy Vac Come Experience Aloha
Pennsylvania

February 24

Classic Custom Vacations 2005 Product Showcase
Sacramento, CA

Hawaii Tourism Europe (HTE)

Launch of Groundbreaking Tourism Campaign

On December 14, 2004, the U.S. Department of Commerce launched its long-awaited UK advertising campaign at a VIP trade and press party in London. The marketing theme for the promotion is built around U.S. movies with the line, "You've seen the film, now visit the set."

HTA will be participating in this campaign with poster, web and email activities, while its marketing partner, HTE has teamed up with key trade partners in the UK to convert visitors to the website into bookings.

Hawaii is part of the poster campaign featured on London underground and road signs. Each of the three posters of the campaign features an iconic shot from a hit U.S. movie, including the famous clip of *Thelma & Louise* driving magnificent Monument Valley, *Spider-Man* dashing across the roof tops of New York City, and the alluring ocean scene from *Blue Crush*. The TV advertising campaign launched nationwide on December 19, just ahead of the traditional peak holiday buying period. For more information, please visit www.seeamerica.org.uk/hawaii.jsp.

Launch of Hawaii Windsurfing Chiemsee Campaign

HTE has partnered with Windsurfing Chiemsee, Europe's top ocean and outdoor sportswear company, to launch a nine-month Hawaii campaign. The company has named its 2005 summer collection "Blue Hawaii." As part of the campaign, 500,000 of the company's products will be distributed with a Hawaii hangtag, offering the website link and Hawaii logo together with a sweepstakes. The campaign will also feature an online promotion, joint Hawaii events at sports and outdoor shows, point-of-sale materials (40,000 Hawaii flyers), media communication and direct mailings.



This giveaway is part of HTE's new Hawaii marketing campaign with Windsurfing Chiemsee.

CALENDAR OF EVENTS

February 19

Maui Parade of Whales

Celebrate the whales and the sea in this fun-filled parade!
800-942-5311

February 20

Sense of Place – Haleakala Cultural Presentations

808-875-2300

February 25-27

Volcano Party Festival

The Volcano Party Festival is a tourism initiative of the Maui AIDS Foundation. The goal of the project is to raise funds and awareness for the agency and create business opportunities for Hawaii's tourism industry.
877-242-4900

HAWAII

February 5

Waimea Cherry Blossom Heritage Festival

Enjoy Japanese and multi-cultural performing arts, mochi pounding and samples, plus demonstrations of bonsai, origami, sumie, calligraphy and tea ceremony.
808-961-8706

February 11-12

Hilo Chinese New Year Festival

Art, craft and Asian product vendors will be featured along with kid's activities, food booths, fireworks, live entertainment and more.
808-933-9772

February 18-20

Panaewa Stampede Rodeo

Local, amateur and professional cowboys and cowgirls compete for Rodeo Buckles and Saddles. Events include bull riding, roping, mugging and broncos, plus "Bull Poker."
808-935-4152

NOTE: Please contact event organizers as events are subject to change. These events are supported by HTA through its Product Enrichment, Major Festivals and Sporting Events Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawaii brand through national and international media exposure, and attract visitors to Hawaii as participants and spectators.

Marketing Highlights

Hawaii Tourism Japan (HTJ)



Shimabukuro plays for marketing partners

HTJ Kick-Off Meeting

On January 11, HTJ held its 2005 Kick-Off Meeting at Sheraton Waikiki. The meeting included the 2004 market review with news of the Japan market recovering for the first time in seven years and the 2005 marketing strategy. HTJ will continue to introduce Hawaii through its culture, history and tradition, delving deep into the aloha spirit with the tagline, "Discover Aloha." Approximately 150 people attended the meeting, which ended with a surprise performance by Jake Shimabukuro, HTJ's image character.

Continental Airlines Launches Nagoya-Honolulu Flight

Continental Airlines celebrated the inauguration of its Nagoya-Honolulu flight on December 21 (Japan time). HTJ provided authentic hula and Hawaiian music at the passengers send off reception held on the following day. This makes it the third additional flight in 2004 following UA and NWA. With Nagoya's new international airport opening in February, it will likely become the hub for both domestic and international flights.

Hawaii Convention & Visitors Bureau (HVCB)

"Hawaii Golf Adventures in Paradise"

The Golf Channel Hawaii was the focus of a national TV program that aired on January 15 on The Golf Channel. "Hawaii. Golf Adventures in Paradise" was hosted by Mark Roling, NBC Sports analyst and host of Golf Hawaii. The special one-hour broadcast also re-aired in January and will reach nearly 70 million households nationwide, as well as in Canada, Asia, UK and Scandinavia. The program was equal parts of golf and travel with 100 percent of the emphasis on Hawaii and its appeal to vacationers. The show takes viewers on an island-by-island travelogue, highlighting Hawaii's golf courses, world-renowned resort areas, natural beauty, activities and attractions.



Julia Miers, Lisa Pisaturo, and Scharlene Murray of AAA Travel join Elizabeth Johnsen of HVCB

CSAA (AAA) Regional Conference in Anaheim

HVCB's Elizabeth Johnsen represented Hawaii to approximately 1,000 AAA travel agents at this conference and trade show. Beyond promoting Hawaii as a premier vacation destination, this well-attended conference was used as a venue to promote the Hawaii Destination Specialist program, updated features of the consumer website go-hawaii.com and provide individual island updates.

HAWAII TOURISM AUTHORITY
1801 Kalakaua Avenue • Honolulu, Hawaii 96815
Phone 808-973-2255 • Fax 808-973-2253
www.hawaii.gov/tourism